

# The Beauty of Friendship

Back by popular demand! Here is the program **Executive Senior Director Mary Ann Wright** of Palm Harbor, FL, and **Director Darlene Cahill** of Clearwater, FL. developed to increase bookings in their units. Their Beauty of Friendship program not only offers women an opportunity to tell their female friends and family members how much they value their friendship – with a special note, small gift and makeover – it also serves as a continuous source of bookings, say Mary Ann and Darlene.

## **Here's how the Beauty of Friendship works:**

Mary Ann and Darlene have blank pink note cards printed with the words, "Beauty of Friendship." When each of their Consultants turns in her weekly summary sheet at the unit meeting, she receives a package of 10 Beauty of Friendship note cards.

Consultants introduce the Beauty of Friendship program to skin care class guests during the class. While waiting for the mask to dry is a great time! The consultant might say:

*"Wouldn't you agree that women value friendships as one of the treasures in their lives? I know I do. And in today's hectic world it's getting harder and harder to squeeze in time to do the little things, the thoughtful things, that let our friends know how much we appreciate them. Knowing women's hearts – and schedules – I'd like to tell you about a program I participate in called the Beauty of Friendship.*

*"I'd like to give each of you a note card on which you can write a few lines to a special friend who lives in your area. I will present your friend with your special note, a complete makeover and this lovely lipstick case (or another inexpensive gift or product of the Consultant's choice) absolutely free with you compliments. What a wonderful way to let your friend know how much she means to you!*

*"So pick one, two, even three of your best friends who are at least 21 years old and aren't yet experiencing the beauty of Mary Kay. Be sure to write her name and phone number and the best time to reach her on the back of your card so that I may deliver your gift to her in person."*

The Consultant then calls the friends who were 'gifted.' When she does, she might say:

*"Hello, Betty. My name is Jane Doe, an Independent Beauty Consultant with Mary Kay Cosmetics. We haven't met yet, but I've met one of your dearest friends Debbie Smith. She has a special gift for you and I have the honor of delivering it to you on her behalf.*

*"The first part is a complete makeover. For the second part, well, I'm going to wait until I see you so I can watch your face as you open Debbie's gift and read her note.*

*I know you're busy – so am I – so when could we get together? Is the first part of the week or the last part of the week better for you?"*

Mary Ann and Darlene say guests love giving their friends such a special treat and their friends are deeply touched by the gesture. Consultants witness many heartwarming moments because of the Beauty of Friendship program, and they love keeping their datebooks full!!